

Profit Blitz for Fitz'

SEPT. 5th
TO DEC. 3rd
1955

HONOURING 25 YEARS OF INSPIRED
LEADERSHIP IN FAMOUS PLAYERS



\$10,000
IN CASH PRIZES

PROFIT with showmanship

SERVE with showmanship

SAVE with showmanship

SELL with showmanship

National Drive Captain
DAN KRENDEL

October 7, 1955

THE MELODY LINGERS ON

Have you ever been haunted by a tune ... a sentimental ditty which keeps spinning round and round in your mind? You hum it ... You whistle it ... you almost go crazy trying to identify it, then suddenly you have it ... the title, the time and place you first heard it ... the reason it had left such an impression on you.

Have you ever closed your eyes ... and as if by magic, a kaleidoscopic parade of events out of the past races through your subconscious? In the space of a few brief moments you re-live the high spots of many years out of your life ... pleasant years, and sad ones, all adding up to the sum total of your life to date ... Somehow you hate to open your eyes and dispel the illusion.

The song-writers were wrong ... No song is ever ended, if its melody can linger on.

There is a man ... name of John J. Fitzgibbons ... the motivating force behind this great organization you and I are so proud to be a part of. A man who is personally responsible for many, many of the pleasant memories we have stored in our minds: A man who in his own quiet way has done so much for so many of us over the years: A man who has stood by us in sickness and in health: A man who has contributed immeasurably to the good and welfare of all of us. I am not violating a confidence. You know it as I do.

We can't possibly hope to repay Mr. Fitzgibbons in kind. He doesn't ask it of us ... he doesn't expect it. We can, however, express the appreciation we feel by making this drive in his honor, this tribute to his inspired leadership, this PROFIT BLITZ FOR FITZ, the greatest display of Showmanship in the history of our company, and the entire industry in Canada. We can do it ... you and I ... if we really set our minds to it ... and our hearts.

Let's jog our memories a little ... Let's be honest ... and we'll keep the song from ever being ended ... and the melody will linger on and on and on.

Let's truly PROFIT BLITZ FOR FITZ.

D.E.K.

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WEEKLY WINNERS - 2ND WEEK

The list is growing ... and this makes sixteen of our managers who have knocked off cash awards in the first two weeks of our drive. There's still some cabbage left in that old sock ... and still eleven weeks in which to get your share of it. What're you waiting for guys? Get in there ... There's a bundle with your name on it ... but you've got to REACH for it.

So ... here they are ... The Winnahs ...

.X.X.X.X.

- \$25.00 - Eddie Newman of the Metropolitan, Winnipeg for his ingenuity in turning "Garbage into Gold."
- \$50.00 - To Carson Lampkin and Joe McCully, manager and projectionist of the Skyway Drive-In in London ... \$25.00 to each for their excellent weed-burner gimmick.
- \$25.00 - To the Capitol North Bay's Bob Harvey, for a really grand job of promoting a city-wide beauty contest.
- \$15.00 - For Hilary Howes of the Capitol in Halifax, who with his assistant Jack Stevens did something about putting SERVICE back into their Service Staff.
- \$15.00 - Don Edwards of the Tivoli in Hamilton, for his Simpsons-Sears trailer deal.
- \$10.00 - To Fred Tickell of the Monarch in Med. Hat for his excellent 35th Anniversary page.

Congratulations fellows ... and, KEEP BLITZIN'

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LET'S TRY AGAIN ...

Seems that some of you still don't quite understand what is expected of you in this BLITZ of ours, so I'll try to clarify it for you ...

This, while essentially a PROFIT BLITZ is also, and let's not lose sight of the fact, a SHOWMANSHIP BLITZ, and the two must go hand in hand if you are to wind up as a participant in the main awards at the conclusion of our drive. It isn't too difficult for us to determine your profits ... but we have no way of guessing what Showmanship effort went into making them possible ... UNLESS YOU TELL US.

Please use one of the folders you have been supplied with EVERY WEEK. Load it with evidence of all you have done ... tear sheets, photos etc., also a typed account of activities for that week. Then, SEND IT IN TO ME.

Don't hold up your entry while you make up a fancy scrap book ... you can do that later ... but remember what I said about external adornments? It's what's between the covers that counts.

Please guys ... let's get together, huh?

.x.x.x.x.

WHAT'S THE BIG IDEA?

Yeah man ... that's what I said. An essential part of our BLITZ has to do with I D E A S ... for the betterment of our service, for economy of operation, for new and novel ticket-selling ideas, for over-all effort in Showmanship.

We're handing out hundreds of dollars in special prizes EVERY WEEK, and there's still plenty of moolah left in the old kitty. It's tagged with YOUR name, but there's a catch ... YOU have to R E A C H for it ... it's not going to be just handed to you.

You're part of a team fellows ... If you're doing something that is benefitting YOUR theatre, pass the good word along, and maybe we can multiply the benefits by several hundred other theatres. Let's think like a team ... Let's act like a team ... Let's WORK like a team. How about it?

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NOTE TO HEAD OFFICE PERSONNEL

As of now, every employee of Famous Players in Head Office or any of the district offices from coast to coast, is eligible for participation in the special weekly prizes awarded in our PROFIT BLITZ FOR FITZ drive.

You stand the same chance as any of our managers or members of their theatre staffs. If you can come up with a practical suggestion for effecting economies in the operation of your particular department ... If you have an idea which may result in the improvement of service to our theatre patrons, If you can dream up a new or novel method of selling confections, selling pictures, selling service ... You may wind up with a pocket-full of that green stuff.

You're part of the team, so ... get that thinking cap on and send any suggestions you may come up with right to me ... If they sound practical, they'll be presented to the special awards committee which meets every week ... and if your idea is accepted ... then you're really in, and Al Troyer will be writing another cheque.

Simple, huh? Well, get started, and don't forget the four objects of our drive ...

SELL WITH SHOWMANSHIP ...

SERVE WITH SHOWMANSHIP ...

SAVE WITH SHOWMANSHIP ...

PROFIT WITH SHOWMANSHIP.

.X.X.X.X.

HEGGIE ON THE BEAM

I note copy of a letter John Heggie has written every manager in the group of theatres he books ... He begs ... He pleads ... He cajoles ... the guy even threatens, but he's determined that he's going to climb up to first place, and stay there.

And you know what? The managers love it, and I've seen copies of replies promising him everything except a cut of the prize money they expect to win.

Keep at it fella ... I know your team is back of you ...
ALL THE WAY.

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READY FOR WINTER?

It's October fellows ... and the first snow may be just around the corner. Are you ready for it? Is your heating plant in first class operating condition? Is your boiler room spick and span ... just as you'd expect it to be in your own home? Is your coal bin stocked? I know the contracts have been let, so there's no excuse for you being caught short.

Check all these things, guys ... also, have you a supply of rock salt on hand? A good snow shovel? It's a lot easier to shovel that white stuff away from your exits, and sidewalk BEFORE it turns to ice.

And remember ... don't let snow accumulate on your marquee or theatre roof. You'll save yourself a lot of grief.

.X.X.X.X.

MARQUEE BULBS

Over the past year or so our investigators have been reporting an alarming sloppiness in the maintenance of our marquees and upright signs. Seems that managers now wait for half their lamps to blow before launching their replacement campaign ... T'ain't right guys ... Duds should be replaced the minute you spot them ... Well, maybe not in the same instant, but certainly no later than the following day. Try it and see how much better your front will look.

.X.X.X.X.X.

CLEANLINESS

No need to impress you with the importance of cleanliness in your theatre ... in EVERY department. You know. But ... when did you last look at your candy attendants' smocks? How about the bar proper, and the back bar? Is all your equipment ... drink machine, popcorn machine, ice cream cabinet, etc. dusted and polished EVERY DAY?

You're fussy when it comes to buying food - in any form - for your home, aren't you? Give your customers credit for feeling the same way about it. Good, appetizing confection items, stocked on a clean, attractive bar, SELL THEMSELVES. All you have to do is pretend that YOU'RE the customer.

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ELMER'S THEATRE PARTY

The best way to get a point across is by repetition ... so I've been told, so don't get mad fellows, if I continue to bang away at certain items, week after week, until I feel that we're getting the results we were after ...

The "ELMER" deal is one of those things ... You heard about it in detail at the recent regional meetings. You know what a sensation it caused in Toronto ... You know that it is available to every manager from coast to coast ... You have been advised by Bert Brown of the proper procedure to get it started in your town ... You even have forms for ordering the necessary material.

Some managers already have it going ... others are in the midst of finalizing their arrangements. Some just haven't got started yet. If you're as interested in attracting the juves into your theatre as you have claimed you are ... then, hop on the "ELMER" band wagon right now ... today. If you're still not too sure of the details, give Bert a shout, and I'm sure he'll lend his ever-helping hand.

.x.x.x.x.

THANKS FELLOWS

I am in receipt of several awfully nice letters from some of our boys in towns and cities the country over ... commenting on the first two issues of our BLITZ FOR FITZ bulletin. I'm glad you like it, guys, and believe me, I shall continue to work towards the end of making it as peppy and readable as possible.

Gotta remember one thing though ... This is YOUR sheet, just as this is your PROFIT BLITZ FOR FITZ. It's you guys who make the news ... I only compile and print it. You keep it coming ... I'll keep it alive. Deal?

.x.x.x.x.

"ALL THINGS CREATED BY MAN HAPPEN
BECAUSE SOMEBODY BELIEVES IN SOME-
THING."

There's a terrific wallop packed in the above few words fellows ... I heard it on the air a couple of weeks ago. Worth thinking about.

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I'm really disappointed ... Maybe I oughtn't to be, but I just can't help it. With the terrific advance enthusiasm displayed at our recent meetings for the PROFIT BLITZ FOR FITZ, I surely expected that I'd be so swamped with weekly entries that I'd have to hire a couple of assistants ... Not so, guys. Some of you haven't submitted a single item in the first four weeks of our drive ... and believe me, that ain't good.

Nobody ... but nobody is so important that he can just sit back and say, "Huh ... that isn't meant for me ... They know the kind of a job I'm doing ..." If you're doing that kind of a job, don't be so modest ... TELL US ABOUT IT. We're all expendable, fellows ... but maybe the following bit of verse sent in by Eddie Landsborough can say it better than I ...

Someday when you're feeling important,
Some day when your ego's in bloom,
Some day when you have the feeling
You're the most important man in the room.

Take a bucket and fill it with water,
Stick your hand in it - up to the wrist,
Pull it out, and the hole that remains
Is a measure of how much you'll be missed.

You may splash all you wish when you enter,
Stir the water around galore.
But you'll find when finally you leave it
It's exactly the same as before.

So, as you follow your daily agenda,
Always do the best that you can,
Be proud of yourself - but, remember,
THERE IS NO INDISPENSABLE MAN.

Need I say more, fellows? The guy who wrote the above lines may not be named Poet Laureate ... but he sure makes sense. We're in this thing together ... We're trying to prove to Mr. Fitzgibbons that we're the Showmen he thinks we are. There's only one way to really convince him, and that's by DEMONSTRATING IN PRACTICE all the theory that's been pounded into us over the years.

Maybe I did stick my neck out ... but believe me, if it gets results, I ain't gonna regret it.

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SAVE WITH SHOWMANSHIP

Not a single idea this week ... Not one tiny little suggestion from the more than two hundred theatres in this drive ... Not even so much as a whisper. As a result ... this week's cash award in that category will go begging ... There are just no takers.

Come come fellows ... Don't be so modest ... I know that you're doing things every day to eliminate unnecessary costs ... and in that way add to your profits. I know that you guys, especially those in the "25 year and longer" category have ideas by the hundreds stored away in your minds ... Don't keep them secret ... Tell me about them, and I'll pass them along to the rest of the gang. If we're a team ... LET'S ACT LIKE A TEAM.

.X.X.X.X.

SERVE WITH SHOWMANSHIP

Something went haywire ... they just couldn't get the projection machines started at the Uptown in Winnipeg ... on Saturday afternoon of all times, and with the house jammed with small fry ...

Did Andy Ostrander just sit back and wait for a miracle to happen? Not he ... Andy and two of his ushers, Gerald Mignacca and Fred Glazerman climbed up on the stage, and for nearly two hours conducted a series of audience participation games which kept the youngsters fully occupied until the trouble was cleared.

Harold Bishop calls it Devotion to Duty ... I like to think of it as just plain, basic GOOD SHOWMANSHIP. Nice going Andy, Gerald and Fred.

.X.X.X.X.

Remember "Letter From a Nice Guy," guys? You must have read it in Walter Brooks' column, if not in every other trade magazine on the market. I also notice that Jimmy Nairn reproduced it in the current copy of What's New ...

Charlie Doctor didn't just read it, chuckle and then file it away. He featured it at a special meeting of his entire staff. Read it to them, and then really slugged them with the importance of up-to-the-minute SERVICE in our theatres. Some of the rest of you might try it, huh? It's good, solid thinking.

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CIRCUIT "SHOWMANSHIP" BRIEFS

CAPITOL - NORTH BAY

For his showing of STRATEGIC AIR COMMAND, Bob Harvey was able to fastalk a local heating firm into contributing half of their $\frac{1}{4}$ page ad in the Nugget to good press-book art and copy, with excellent theatre credits. The tag line tied in S.A.C. with the firm's "Strategic Warm Air Command ..." Cute, huh?

The local cadet corps paraded to the theatre, band and all on opening night. Good display of model planes, with theatre credits in a local Hobby Shop. Six full-window displays in stores in the downtown area.

.x.x.x.x.

CAPITOL - WINNIPEG

Football in Winnipeg is a real pain in the neck to the theatres. Even when the home team is away from home, customers stay away in droves listening to it on their radios or watching it on T.V.

To keep his customers happy, Bill Novak installed a special score-board at the side of his stage, and spotlighted it frequently keeping his patrons up to date on the score. They seem to like the idea ... and Bill puts it down as another service to his paying customers.

.x.x.x.x.x.

NORTOWN - TORONTO

Mike King was playing a move-over of 7 YEAR ITCH. Coincident with his date, a new beauty salon - Claudettes - opened in his neighborhood ... so, the two got together.

He arranged with the beautician to provide two comely models each night of the run, and they handed out ... courtesy of Claudettes ... a cosmetic favour to every lady patron. This was publicized in both the salon and the theatre. The only cost to Mike was two bucks for the sign calling attention to the models.

In addition, Mike sez ... on request, the young ladies sprayed the femme customers with a tantalizing perfume ... Hope none of it rubbed off on some of your Stag customers, Mike, or I'll bet there was some tall explaining to do when they got home.

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IMPERIAL - TORONTO

Russ McKibbin's hearing isn't so good ... not when he's told that Cary Grant's personal appearance on his stage isn't to be publicized by so much as a whisper ... so ... Grant came to town. Russ went to town, and you've never seen so much terrific publicity, naturally as advance for TO CATCH A THIEF. The deal turned out so good, that the tab for a party thrown in Grant's honour at the so, so posh Royal Canadian Yacht Club was picked up by the city ... Incidentally ... THIEF has just bowed out after FIVE terrific weeks.

This one I really like ... Russ had MR. ROBERTS coming up. So happens there's a Roberts Furniture Company in town ... so-o-o, Russ found out that the furniture company distributes 15,000, 4-page two-colour heralds each week ... so-o-o again, Russ did some fast talking and got himself a deal. For the next four weeks, the front page of the herald will be strictly MR. ROBERTS. I have the first copy in front of me, and it's terrific. Total cost is a few ducats per week which the store uses as lucky prizes.

Russ is a promoter ... with a capitol "P" ... For his advance on NEVER TOO YOUNG, he got together with the Mercury out-board motor people, promoted a 6 H.P. for use as a giveaway, and wound up with grand displays in the windows of eleven Toronto dealers.

Swell stuff® Russ ... Keep it up, and Keep it comin'.

.X.X.X.X.

PALACE - CORNWALL

Well, Bunny Markell has the "Elmer" deal all set and in operation, and what a job the guy did on it ... As advance I see an editorial, no less, in the local daily, and an excellent story. In addition there is a half-page ad, paid for by the Kinsmen, the newspaper and the Police Association. I see more tear sheets and more stories and pictures. Bunny didn't miss a single bet.

The "Safety" angle for children is stressed in all of his advertising ... Traffic officers deliver a brief lecture at every party, stressing one of Elmer's five safety rules ... The mayor is back of it ... the Police are back of it ... the newspaper is back of it, and all the merchants in town support it.

No wonder Bunny sold out his theatre, and had to send 700 kids over to the Capitol. Nice work boy.

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ORPHEUM - VANCOUVER

Never dreamt that Ivan Ackery is a modest guy ... but he must be. Doesn't tell us a thing he's doing, and the only reason I have any information, is that Bob Eves passed Ivan's weekly letter on to me. Come on Ack ... Give, will you boy?

I see a full co-op page in the Vancouver Province, with most of the space devoted to PETE KELLY'S BLUES ... All the participating merchants also carried displays in their windows. The local radio station C J O R really went overboard on this one ... The deejays plugged the music constantly, and one of the younger members of the station's staff introduced Jerri Adams, Columbia recording star from the stage of the theatre. The station was tickled and showed its appreciation by giving Ack a full week's air advertising FOR FREE.

R.C.A. Victor promoted a window-dressing contest with all the local dealers ... based on the picture, which naturally resulted in plenty of free publicity for the theatre.

Ack even got the Australians into the act ... He arranged to screen the Royal Tour in Australia one evening ... the Aussie trade commissioner sent notices to the 2,000 Australians living in Vancouver, and even bought a block of tickets for himself. In addition he paid for a fourteen inch newspaper ad. The house was sold out.

That's about all I can cull from the letter Ack ... so if you want proper credits why not do what the others are doing ...? Send your material direct to me. 1200 Royal Bank Bldg. is the address ... like you don't know.

.X.X.X.X.

ROYAL - GUELPH

I see a terrific half-page co-op on WE'RE NO ANGELS ... with a local appliance dealer. The ad features his T.V. sets, and sure nuff, on the screen of one of the sets is head of Bogart and copy selling the pic and theatre. Additional copy appears in another portion of the ad. One of the best co-ops I've seen.

In addition Ted placed good looking displays in the windows of seven local merchants, and got himself a couple of good scenes on off-theatre pages in the Mercury.

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CAPITOL - GALT

Eddie Landsborough was able to promote a full window in a local furniture store for a display on LOVE ME OR LEAVE ME ... Also note windows in the two music stores in town.

Ed makes good use of the local radio station, and I see that he gets himself some good mention on several programs, in return for a couple of Oakleys used by the station as prizes in a number of their Quiz shows.

.X.X.X.X.

ROYAL - VICTORIA

Got a nice note from Cliff Denham, also details of a cute sort of promotion on MR. ROBERTS. Cliff had several thousand plain calling cards printed with just ... "Call - MR. ROBERTS - 3,9711. These were placed under the windshield wipers of just about every car in town, and from the number of phone calls, the gag must have borne fruit.

Of course it was a sorta dirty trick too ... as many of the calls were in the form of inquiries, as to what the motorist had done that was an infraction of the law. Probably thought it was the personal calling card of the gendarme on duty at the time. Paid off though ... and that's what counts.

.X.X.X.X.

PARAMOUNT - HALIFAX

I see a terrific four-page spread in the Halifax Chronicle Herald, and the Halifax Mail-Star, tying in the company's 35th Anniversary with the recent extensive renovations at the Capitol. But ... the boys didn't use it merely to sell the Capitol ... both theatres wind up with reams of publicity, pictures etc.

Of course, as Freeman Skinner tells me, He, Hilary Howes and Jim McDonough had to get out and hustle the supporting ads themselves, as the newspaper wouldn't do a thing about it ... but, says Freeman ... "It's all in the day's work." It did make quite a flash, and the boys deserve a big hand for this "first" in Halifax.

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METROPOLITAN - WINNIPEG

Nice campaign on DAM BUSTERS from Eddie Newman, based on the complete co-operation of the R.C.A.F. Eddie started by screening the pic for selected personnel of the Winnipeg station, ten days in advance. At about the same time, the R.C.A.F. set up some really terrific displays of bomb sights, rockets, machine guns, bombs etc. in the lobby ... and you know how the populace loves to gawk at anything slightly out of the usual ... The whole display was backed by a huge set-piece comparing old and new types of aircraft. The R.C.A.F. also published complete information on the picture, theatre, times etc. in the station's daily routine orders ... and that's really something.

On opening night, Eddie prevailed on Wing Commander D.R. Walker, D.F.C., who participated in the Dam Buster raids to be interviewed on his stage ... The customers loved it. Eddie found another airman, an Australian this time, who had also participated in the raids, and the fact that the two men, engaged in the same operation had never met, was the subject of a swell story in the Free Press, by the local movie columnist.

Eddie tells me that just about every airman at the base, and it's really a big one, was in to see the picture ... Maybe that's why business was so good. Nice going Ed.

.x.x.x.x.

PALACE - GUELPH

I note a good portion of the C.W. Kelly store's newspaper ad devoted to press-book art and copy on MAN FROM LARAMIE ... basis of the deal being ... "See the picture at the Palace and buy your music at Kelly's." The C J O Y deejays really went to town, and played the title tune every time they could possibly squeeze it in, with good theatre and pic credits.

.x.x.x.x.

ATLAS - VICTORIA

For his date on THE RACERS, Martin Cave arranged to hand out a few passes to lucky program holders at the local Hot Rod race track, in return for some good plugs over the P.A. system. Feels that it got him plenty of additional business.

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CAPITOL - VERNON

Note that Walter Bennett has followed through on the book-ticket tie up with a local service station. Reports sales as being good. For his DEEP IN MY HEART date, Walter tried a slightly different sales angle ... Instead of handing a script to the radio station and letting them air it ... Walter wrote a special, personalized script and delivered it himself, three times daily, for two days in advance. Tells us it's surprising how many patrons stopped in to tell him they had heard his spiel, and to compliment him on it.

For STRATEGIC AIR COMMAND, Walter arranged a parade of the local air squadron to the theatre. He also promoted a quantity of excellent colored reproductions of the latest R.C.A.F. jets, and handed them out to all and sundry during the run.

.X.X.X.X.

ORPHEUM - SOO

For her date on GIRL RUSH, Olga promoted a personal appearance on the local T.V. and you may be sure, did a lot of missionary selling. She modestly tells us that it was a terrific break - with the exception of her own interview. I don't believe the latter at all. That same night Rosalind Russell was a guest star on Ed Sullivan's show, and Olga arranged to get a plug at the conclusion of the program.

.X.X.X.X.

TOTEM - PRINCE RUPERT

Harry Black was playing SEA CHASE, and reports a very lucky break. It so happened that H.M.C.S. New Glasgow pulled in on the Friday morning he opened, and he happened to find out that this was the ship used by Warner Bros. in the picture.

So ... quick like a flash, Harry arranged a parade of the ship's personnel to the theatre, and made sure they provided an Honor Guard, which remained on duty throughout the showing ... The navy paid for eight radio announcements advising that the Star of SEA CHASE was at the dock, and open for inspection. The local newspaper came through with a front page story on the deal. That's cashing in on a local event. Nice going Harry.

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PARAMOUNT - KENORA

Jerry Duggan reports that he has started his Saturday ayem kids' shows, and the first was filled to capacity a few moments after his box-office opened. The local drink companies take turns in providing premiums of their products, and Jerry has also worked out a deal with both the Kenricia Hotel and Panda Cafe, whereby twice each month a lucky youngster and his mom and dad are treated to a turkey dinner ... on the house. I like this angle ... Can't hurt to get the kids' folks interested, can it?

Jerry also has a deal cooking with the Lakeland Dairies. The company takes and pays for large ads in the daily, offering a free show at the Paramount to kids saving up 25 bottle caps ... They purchase the tickets, in book form, from Jerry. Good deal.

I see that Jerry has a swell Hallowee'n party lined up for the kids, with all prizes donated by the local Swift outfit. Any of you other guys think of cashing in on a Spook show or something?

Jerry also made a good deal with his local D.J. on BLACK-BOARD jungle, and in return for a few ducats a listening audience participation contest was held with very beneficial results.

Now you're cookin' Jerry ... Keep it comin'.

.c.x.x.x.

GRAND - KINGSTON

From Trueman Walters I have information showing that he arranged a parade of the local Air Cadet corps to the opening of his DAM BUSTERS ... The Air Force set up a very attractive display in his lobby for the run of the pic.

Also note that he has made arrangements to get two free spots over C K L C daily, in return for a couple of ducats, on a "Guess the Tune" deal.

To promote the sale of popcorn Trueman hands out Pirate hats with each purchase ... and with every .30¢ purchase at the candy bar, the customer is handed a record, for free.

Tells me his confection business is improving.

Profit Blitz for Fite'

SEPT. 5th
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CAPITOL - OTTAWA

Well, my old friend "Tubby" ... and believe me I'm not referring to his girth ... is in the news again. I have before me copy of the Ottawa Citizen, dated a couple of weeks back, and staring me right in the face is T.R.'s phisog ... with a couple of columns of the most flattering tributes a newspaper can pay any man ... It traces his history down through the years ... no mention of the guys' age though ... with plenty of good P.R. for Famous. Nice story about a nice guy.

.X.X.X.

KENT - BATHURST

The Northern Light, Bathurst's daily newspaper only knows one thing. If you want publicity ... you pay for it. However, Fred Fellows had a friendly chat with the editor, and I have before me copy of the paper with a nice story headed ... "Everybody's dream film coming to town in CinemaScope and Color ..." Refers to Fred's coming attraction 7 YEAR ITCH ... is well written, and Fred tells me, should result in many extra dollars in his kick.

.X.X.X.

CAPITOL - KINGSTON

Got a note from Ernie ... and see that he managed to hustle up some business for his LADY AND THE TRAMP deal ... Ernie contacted all the public schools in town, and while he says that he wasn't too happy at the results, he did manage to get three large classes to attend one of his four o'clock screenings ...

Also note that he was able to get a nice display in a corner of the A & P dog food section ... also some free T.V. and radio time.

.X.X.X.

PARAMOUNT - KENTVILLE

I see a very effective personal endorsement, printed on 6½ x 10½ stationery, over T.C. Marr's signature, on A MAN CALLED PETER ... Makes good reading, and I'm sure sold extra tickets ... Mr. Marr runs special ads telling the kids about special prizes which may be won at his candy bar on Saturdays ... For LONG JOHN SILVER, ten silver dollars were handed out as prizes to any of the kids spotting the theatre's LONG JOHN, who was in the audience with them.

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PARAMOUNT - ST. JOHN

More nice stuff from Harrison Howe ... I see that he has a deal with the local McIlvity Foundry, and sells them about \$600.00 worth of book tickets a year, which they use as part of their merit scheme for cutting down plant accidents. They used to hand out cash gifts until Harrison found out about it ... Now, a pair of tickets to the Paramount is the prize, and from what I can gather, the employees find it much more acceptable. This same deal can be worked in any town having heavy industry.

Harrison happened to visit the Cancer Society display at the local "Ex" and noticed right next to it a very flat-looking Navy League booth ... So-o-o ... what more natural than to bedeck it with MR. ROBERTS material? Exactly what he did, and reaped the benefits of some excellent, free publicity.

Profit is profit, no matter where it comes from. Harrison rented his theatre to the Ford Motor Company, one morning ... for a sales meeting. Got himself a nice chunk of rent money, and the promise of future meetings along the same line. It's money in the bank fellows ... and there's no reason why you can't do something like it. If it's not the Ford Company, I can think of plenty of other organizations who'd like this kind of a deal. Think it over.

.x.x.x.x.

CAPITOL - SUDBURY

More material from Jeff on his "Elmer" shows ... with lots of pics and stories in the local paper. Free gifts to the kids at every Saturday party ... all the usual gimmicks. What bothers me, is why aren't you doing the same kind of business as Bunny Markell in Cornwall, Jeff? Something must have slipped somewhere.

And incidentally my friend ... this Elmer promotion doesn't let you out of doing some selling on your weekly product ... Or hadn't you thought of it that way? Well, start thinking fella ... and start PROMOTING and REPORTING.

.x.x.x.x.x.

And that brings up an interesting point fellows ... Just because you are concentrating on one particular promotion, don't feel that you can just drop everything else. This is a BLITZ.

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ROYAL - WOODSTOCK

Well, glad to finally hear from one of Willie's boys ... the rest are still resting on their laurels, or something.

Earl Scandrett reports that he was able to arrange for good windows in two local down town stores on BAD DAY AT BLACK ROCK ... also finally got the radio station C K O X to come through with a couple of free spots daily. Also note a couple of good scenes and stories in the local Sentinel-Review.

Earl still makes good use of l-sheets which he posts in the rural areas ... post offices, bus stops etc. He's been doing it for years, and feels it helps keep the out-of-town folks posted on what's going on in his theatre. I agree.

They don't have a "Welcome Wagon" in Woodstock, but Earl welcomes each new couple moving into the city with a guest ticket to his current show. Good P.R.

.X.X.X.

CAPITOL - BRANTFORD

Of course Bill Burke wouldn't think of telling me about it ... but I just happened to see a pretty nifty picture of Willie, one of the local traffic cops and a group of kids holding aloft "Elmer" crests, in the Toronto Telegram, which gets wide distribution in Brantford. A good story accompanied the pic.

What's the matter William ... mad at me, or somethin'? I can't print what I don't know.

.X.X.X.

Well folks, that's about all there is in the way of entries for the third week of our PROFIT BLITZ FOR FITZ. Hundreds of you still aren't sending in a doggone thing. How do you expect to win any prizes?

The deal is simple ... The rewards are great. Get in there fella, and get your share of the easy dough floating around.

Send your entries to ME ... EVERY WEEK, and I'll report them. If they're good ... they may wind up on the judges' desk.

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3RD WEEK'S STANDINGS

Well, there've been some changes made ... and unless I miss my guess there'll be plenty more before this deal is finished ... Congratulations Eddie Newman, Eddie Lamoureux and Olga Sharabura, for having turned the Hat trick ... Three in a row ... and all FIRSTS. But ... let's see how the rest of you stack up.

.x.x.x.x.

GROUP 1

1. Winnipeg	-	Metropolitan	15. Barrie	-	Roxy
2. Sudbury	-	Capitol	16. Timmins	-	Broadway
3. Edmonton	-	Paramount	17. Timmins	-	Victory
4. Vancouver	-	Capitol	18. Rouyn	-	Capitol
5. Toronto	-	Sheas	19. Lethbridge	-	Capitol
6. Toronto	-	Imperial	20. Rouyn	-	Paramount
7. Calgary	-	Palace	21. Ft. William	-	Capitol
8. Saskatoon	-	Capitol	22. Moose Jaw	-	Capitol
9. Calgary	-	Capitol	23. Pt. Arthur	-	Paramount
10. Ottawa	-	Capitol	24. Brockville	-	Capitol
11. Regina	-	Capitol	25. Lethbridge	-	Paramount
12. Winnipeg	-	Capitol	26. Pt. Alberni	-	Paramount
13. Edmonton	-	Capitol	27. Toronto	-	Nortown
14. London	-	Capitol	28. Windsor	-	Capitol
15. Halifax	-	Capitol	29. St. John	-	Paramount
16. Vancouver	-	Orpheum	30. Fredericton	-	Gaiety

GROUP 2

1. Quebec	-	Capitol
2. Oshawa	-	Regent
3. Vancouver	-	Strand
4. Victoria	-	Capitol
5. Timmins	-	Palace
6. Hamilton	-	Tivoli
7. Toronto	-	University
8. Charlottetown	-	Capitol
9. Truro	-	Cap & Royal
10. Toronto	-	Eglinton
11. North Bay	-	Capitol
12. Charlottetown	-	Pr. Edward
13. Hull	-	Cartier
14. Soo	-	Algoma

GROUP 3

1. Windsor	-	Palace
2. Campbellton	-	Cap & Para.
3. 3 Rivers	-	Capitol
4. Vancouver	-	Cinema
5. Hamilton	-	Downtown
6. Vancouver	-	Dominion
7. Niagara Falls	-	Seneca

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GROUP 3 (cont'd.)

8. Peterboro	-	Paramount	6. Vernon	-	Capitol
9. Cornwall	-	Palace	7. Kelowna	-	Paramount
10. Cornwall	-	Capitol	8. Moose Jaw	-	Orpheum
11. Sarnia	-	Capitol	9. N. Battleford	-	Capitol
12. Penticton	-	Capitol	10. Lethbridge	-	Roxy
13. Kingston	-	Capitol	11. Kamloops	-	Paramount
14. Dalhousie	-	Capitol	12. Fredericton	-	Capitol
15. Kenora	-	Paramount	13. Red Deer	-	Crescent
16. New Westminster	-	Paramount	14. Trail	-	Strand
17. Medicine Hat	-	Monarch	15. Shaunavon	-	Plaza
18. Guelph	-	Palace	16. Bathurst	-	Kent
19. Owen Sound	-	Classic	17. Pr. Rupert	-	Capitol
20. Moncton	-	Paramount	18. Brandon	-	Capitol
21. Amherst	-	Cap & Para.	19. Nanaimo	-	Capitol
22. Edmonton	-	Empress	20. Medicine Hat	-	Roxy
23. Noranda	-	Noranda	21. P. La Prairie	-	Playhouse
24. Regina	-	Metropolitan	22. Flin Flon	-	Northland
25. Nelson	-	Civic	23. N. Battleford	-	Empress
26. Sydney	-	Paramount	24. Barrie	-	Granada
27. Belleville	-	Belle	25. Red Deer	-	Capitol
28. St. Kitts	-	Capitol	26. Regina	-	Rex
29. Pt. Alberni	-	Capitol	27. Woodstock	-	Royal
30. Guelph	-	Royal	28. Glace Bay	-	Savoy
31. Galt	-	Capitol	29. Brockville	-	Regent
32. Kentville	-	Empire	30. Woodstock, N.B.	-	Capitol
33. St. Kitts	-	Lincoln	31. Chilliwack	-	Paramount
34. Brandon	-	Strand	32. Owen Sound	-	Savoy
35. Pr. Albert	-	Orpheum	33. New Waterford	-	Paramount
36. Saskatoon	-	Daylight	34. Regina	-	Grand
37. Victoria	-	Dominion	35. Murdochville	-	Paramount
38. Edmonton	-	Strand	36. Winnipeg	-	Gaiety
39. Kentville	-	Paramount	37. New Waterford	-	Majestic
40. Chatham	-	Capitol	38. London	-	Patricia
41. St. John	-	Capitol	39. Pt. Arthur	-	Colonial
42. Winnipeg	-	Lyceum			
43. Welland	-	Capitol			

GROUP 5

GROUP 4

1. Soo	-	Orpheum
2. 3 Rivers	-	Rialto
3. Kingston	-	Grand
4. Pr. Rupert	-	Totem
5. St. Thomas	-	Capitol

1. Toronto	-	Beach
2. Toronto	-	York
3. Toronto	-	Parkdale
4. Windsor	-	Tivoli
5. Toronto	-	Century
6. Toronto	-	La Plaza
7. Toronto	-	Eastwood

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GROUP 5 (cont'd.)

8. Ft. William	- Fort	29. Ft. William	- Lake
9. Toronto	- St. Clair	30. Toronto	- Bloor
10. Toronto	- Pr. of Wales	31. Windsor	- Park
11. Toronto	- Village	32. Toronto	- College
12. Ft. William	- Royal	33. Toronto	- Bellevue
13. Toronto	- Radio City	34. Toronto	- Lansdowne
14. Timmins	- Cartier	35. Toronto	- Beaver
15. Toronto	- Alhambra	36. Edmonton	- Garneau
16. Pt. Arthur	- Lyceum	37. Windsor	- Centre
17. Toronto	- Parliament	38. Vancouver	- Stanley
18. Hull	- Montcalm	39. Winnipeg	- Uptown
19. Toronto	- Palace	40. Toronto	- Vaughan
20. Toronto	- Runnymede	41. Vancouver	- Broadway
21. Toronto	- Grover	42. Winnipeg	- Tivoli
22. Calgary	- Hitchin' Post	43. Vancouver	- Grandview
23. Toronto	- Donlands	44. Rossland	- Capitol
24. Toronto	- Pylon	45. Victoria	- Atlas
25. Toronto	- Oakwood	46. Toronto	- Oxford
26. Toronto	- Capitol	47. Edmonton	- Princess
27. Edmonton	- Dreamland	48. Winnipeg	- Osborne
28. Calgary	- Variety	49. Vancouver	- Regent

.X.X.X.X.

Well ... how d'ya like that ...? Three guys (So you're a "Guy" now Olga ...) are hanging on to that first spot by the skin of their teeth, and is the rest of the pack ever snapping at their heels ... The two Eddies and Olga piled up enough lead in the first couple of weeks to keep them comfortably in the lead ... BUT, what now? I see a couple of newcomers nudging you a little ... Gonna let them get away with it?

Still TEN WEEKS to go ... and the picture can change ten times before the final results are made known. Every one of you is still in the running ... don't ever forget that ... but, as to where you'll wind up when the final gun goes off, well brother ... that's entirely in your hands.

Remember guys ... always, this is a PROFIT BLITZ FOR FITZ, and your standings are based on the percentage increase in your profits. Every time you save a buck, that's a dollar more added to the right side of the ledger, and that buck can move you up a point or two.

Let's go guys ... Reach for the TOP.

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SO, WHAT'S WITH OUR D.M.'S AND BOOKERS

Gene and Mort have been playing tag the past three weeks, and taking turns at getting the feel of that cushy top spot ... Don't get too comfortable guys ... the rest of the boys are really after your scalps, and are laying long odds as to what's going to happen in the next three weeks ...

Herb Black still leads the parade of bookers, with John Heggie a close second ... but Wha hopen to Patte? Well, let's just take a quick peek, huh?

DISTRICT MANAGERS

1. E. E. Fitzgibbons
2. Mort Margolius
3. Ray Tubman
4. Jimmy Cameron
5. Jack McCausland
6. John Ferguson
7. Harold Bishop
8. Maynard Joiner
9. Jimmy McDonough
10. Bill Trudell

BOOKERS

1. Herb Black
2. John Heggie
3. Paul Cardell
4. Lou Karp
5. Bob Myers
6. H. R. Patte
7. George Dowbiggan

.x.x.x.x.

There you have it gang ... Managers' standings ... Bookers' standings, District Managers' standings, for the third week of our BLITZ ... and in a sort of a way, the reasons for those standings as reflected by the promotional activities reported in these pages.

Maybe I'm sticking my neck out ... Maybe I'm biting off more than I can chew ... So, I'm nuts, but I would like to see at least ONE ENTRY from every theatre listed on these pages ... and not only once in a while, but EVERY WEEK. Consistency in selling is the keynote to successful operation ... so, let's be CONSISTENT.

So ... this brings to a close another issue of our BLITZ bulletin. See you next week fellows, and remember ... PROFIT BLITZ FOR FITZ ... every day ... every week ... ALL THE TIME.

GOOD BLITZIN'

D. E. K.